

QUID

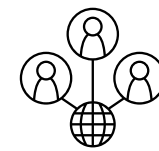
Vertical Analysis Support:  
Restaurants



# Areas of impact for restaurant clients



**UNDERSTAND YOUR CUSTOMER** – Use our solutions to glean customer context far deeper than you ever have before. Enhance it further by leveraging critical segmentation principles to find joint areas of interest.



**COMMUNITY ENGAGEMENT** – Customers are telling brands what they want, it is just a matter of paying attention to the signals. Benchmarking themes over time allows you to assess what is fleeting versus a true unmet need.



**COMPETITIVE CONTEXT** – With the ability to do rigorous channel analysis combined with open listening, you can grasp where your competitors have been, where they are now, and where they are going next.



**CATEGORY TRENDS** – Move beyond being reactive to trends that are already occurring and get ahead of ones that are starting to rise. Our predictive solutions can help you stay slightly ahead.

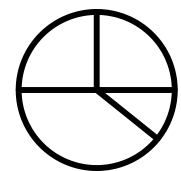


**GOVERNMENT / REGULATORY** – Issues tracking and alerting are key to providing a well-rounded monitoring approach for your clients. We can structure your configuration to ensure you don't miss any problems that pop up.

# Primary Restaurant Use Cases

## PRODUCT BENCHMARKING

- Menu items SOV
- Menu items spikes
- Menu items sentiment



## CAMPAIGN REPORTING

- Menu items SOV
- Menu items spikes
- Menu items sentiment



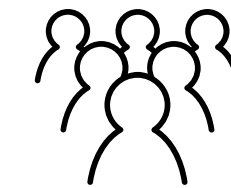
## CRISIS MONITORING

- Proactive crisis alerts
- Reactive monitoring – metrics, timelines, notable mentions



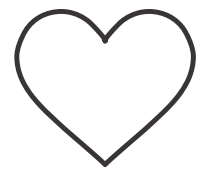
## COMPETITIVE REPORTING

- Restaurant brand share of voice vs competitors
- Ownership across food categories



## INDUSTRY TRENDS

- Current “hot” moments
- Industry sentiment



# Suggested configurations to drive quick insights

## TOPICS

**Brands**  
McDonald's

**Competitors**  
KFC, Burger King

**Industry**  
Quick Service Restaurants

## THEMES

Food Delivery

Tastes & Flavors

Table Wait Time

Cactus Blossom

Labor Industry Concern

Campaigns

Influencers

Geography/  
Location

Gen Z Audience

Policies

Competitors

Customer Service

Brand Social Posts

Hostess Attack

Date Ranges

ALERTS | REPORTS | ANALYSIS

**Alert:** Hostess Attack

**Dashboard:** Brand Health

**Dashboard:** Competitor Benchmarking

**Dashboard:** QSR TikTok Dashboard

**Discover Network:** Quick Service Restaurant Trends

# Customer Set-Up

## Topics

- Brand
- Competitors
- Industry

## Custom Themes

- Customer Experiences
  - Specific Menu Item
  - Campaigns
  - Policies
- 

# Quid-Provided Assets & Tools

## Certified Themes

- [Restaurant Industry](#)
- [QSRs / Fast Food](#)
- [Food Delivery](#)
- [Cleanliness](#)
- [Labor Issues](#)

## Dashboard Templates

- Brand Health
- Competitive Analysis
- Restaurant: Customer Care
- Restaurant: Issue Tracking
- TikTok QSR Trends



# Use Filters to Segment Data

FILTER

INFORMS



**Custom Theme** – Exclude Branded Posts

Removes brand's social content from data to look at consumer voice only

**Certified Theme** – Personal Narrative + Forums

Uncover the viewer's opinion by isolating first person statements and communities like restaurant subreddits

**Original & Comments** (excluding RTs)

Filter noise – restrict to unique conversations

**High Follower Count**

Cut to prominent voices across any audience

# Target Analysis to Output

## WIDGETS

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Summary Metrics

Topic Comparison

Crosstab

Sentiment Attributes, Behaviors, Emotions

Themed Timelines

Authors

Side-by-Side Comparison

## INSIGHTS

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Brand Benchmarking

Competitive Share of Voice, Sentiment & Engagement Comparison

Menu Share of Voice & Sentiment

Customer Pain Points

Increase in Trends Over Time

Influencer Identification

Competitive Affinities



# Illustrative Insights

## INFORM PROMOTIONS

Consumers are gravitating towards innovative offerings – leverage real-time trends for promotion insights

## NARROW KEY THEMES

Daily fluctuations in health issues are driving consumer choices – track food tastes, industry concerns, and competitive conversation for content ideas

## MONITOR CONSUMER BEHAVIOR

Diners are expressing pain points and opportunities – identify gaps to provide much needed menu items, services and offerings





# Monitor insights within real-time dashboards



## Dashboard Templates

Brand Health

Competitive Analysis

Restaurant: Customer Care

TikTok QSR Trends



## INSIGHTS

Fundamental monitoring – metric trends, top insights, sentiment & influencers

Side-by-side comparison

Measuring the performance of a brand's customer care efforts

Evaluating issue trends and deviations

Analysis of top QSR and fast food brands on TikTok



## LEVERAGE DISCOVER FOR TRENDS

Use AI to identify conversation trends and drive ideation

○  
|  
CREATE TOPICS AND  
FILTERS IN QUID MONITOR

○  
|  
LAUNCH QUID DISCOVER

○  
|  
UNCOVER NEW TRENDS  
IN DISCOVER

○  
|  
ANALYZE NEW TRENDS AS  
THEMES IN MONITOR